

JOHN E. ROCHE, M. D.  
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MAY 5, 1970

MR. JOSEPH F. CULLMAN, III  
CHAIRMAN OF THE EXECUTIVE COMMITTEE  
THE TOBACCO INSTITUTE, INC.  
PHILLIP MORRIS INC.  
100 PARK AVE.  
NEW YORK, NEW YORK 10017

DEAR MR. CULLMAN:

I HAVE BEEN PRACTICING MEDICINE IN THE CHICAGO AREA FOR THE PAST 12 YEARS AND I HAVE HAD THE OPPORTUNITY TO DISCOVER DURING ALL THIS TIME THAT A LARGE NUMBER OF PEOPLE, TOO LARGE A NUMBER I AM AFRAID, ARE LIVING IN CONSTANT FEAR OF DEATH AND ARE NO LONGER ENJOYING LIFE BUT ARE RATHER SUFFERING THROUGH IT IN SUCH A FRIGHTENED WAY THAT MAKES ME WONDER IF SUCH A LIFE IS WORTH LIVING AT ALL, AND ALL BECAUSE OF THE FEAR CAMPAIGN THAT HAS BEEN RAVAGING THIS COUNTRY FOR THE PAST 15 OR 20 YEARS.

THERE HAS BEEN A TREND SINCE THE EARLY 50'S TO SCARE PEOPLE INTO SPENDING MONEY FOR ONE REASON OR ANOTHER. FIRST CAME THE ATOMIC SHELTER SCARE CAREFULLY PLANNED BY IMMATURE, CARELESS, AND IRRESPONSIBLE PEOPLE TO PROMOTE A NATION-WIDE CONSTRUCTION OF SHELTERS BY CAUSING AN ALMOST UNIVERSAL FEAR OF DEATH BY THERMONUCLEAR WAR. THIS FEAR WAS PERFUSED INTO EVERY SINGLE TELEVISION VIEWER UNTIL PEOPLE WERE THINKING MORE OF DYING THAN OF LIVING. THEY EVEN HAD MOVIES SHOWING FRIGHTENED, INSANE PEOPLE LIVING IN SHELTERS AFTER AN ATOMIC ATTACK AND EQUIPPED WITH ALL KINDS OF WEAPONS FIRING AT ANY UNLUCKY NEIGHBOR WHO WAS NOT STUPID ENOUGH TO BUILD A SHELTER OF HIS OWN AND WAS LOOKING FOR SOMETHING TO EAT. MOST LIKELY, THESE SELF-APPOINTED SAVIOURS HAD IN MIND ONE THING: A MULTI-BILLION DOLLAR SHELTER BUILDING INDUSTRY THAT WOULD SATISFY THEIR MONEY HUNGER FOR A LITTLE WHILE. ALL THEY ACCOMPLISHED OF COURSE, WAS TO PRODUCE MASS HYSTERIA AND CONTRIBUTE TO THE MASSIVE SPREAD OF THIS COWARDLY FEAR OF DEATH WHICH HAS LED MANY PEOPLE TO ABANDON ANY IDEA OF THINKING OF THE FUTURE AND LIVE ONLY FOR TODAY, KILLING, STEALING, AND HATING THE FACT THAT THEY AND OTHER PEOPLE ARE ALIVE.

THEN CAME THE GLAMOUR DISEASES, WHICH ARE CANCER, HEART DISEASE, LEUKEMIA, ETC. THESE ARE DISEASES WHICH ACTUALLY PRODUCE MORE MONEY THAN ANY GOLD MINE OR INDUSTRY OR BUSINESS AND WITHOUT THE INVESTMENTS OR RISKS OF ANY KIND. ALL THEY HAVE TO DO IS SPREAD THE FEAR OF DEATH ON TELEVISION 10 TIMES A DAY, USING THE MONEY THEY COLLECT FROM THEIR SCARED VIEWERS TO PAY FOR THEIR MULTI-MILLION DOLLAR PROPAGANDA. IT IS VERY EASY, THE MORE

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THEY SCARE PEOPLE, THE MORE MONEY THE PEOPLE WILL SEND. THEY ACTUALLY LEAD PEOPLE INTO BELIEVING THAT IF THEY DON'T DIE OF CANCER THEY WILL LIVE FOREVER. THEY DILIGENTLY OMIT THE THOUSANDS UPON THOUSANDS OF CAUSES OF DEATH WHICH HAPPEN TO BE AS DEADLY AS CANCER. BUT OF COURSE, THESE ARE NOT GLAMOUR DISEASES AND DO NOT CAUSE PEOPLE TO CONTRIBUTE MONEY, NON-TAXABLE MONEY, THAT IS.

SOMEONE SHOULD INVESTIGATE THE PRESIDENTS OF THESE CHARITIES OR COMMITTEES FOR SCARING PEOPLE SO SYSTEMATICALLY AND IN SUCH AN EFFECTIVE MANNER.

WE ALL KNOW THAT CANCER KILLS PEOPLE. WE ALSO KNOW THAT EVERY PERSON IN THE WORLD MUST DIE AT ONE TIME OR ANOTHER, WHETHER THEY SMOKE OR NOT, AND WHETHER THEY DRINK OR NOT. WE ALSO KNOW THAT EVERY LIVING HUMAN BEING MUST DIE SOMETIME OR ANOTHER, REGARDLESS OF AGE OR HABITS. SOME HUMAN BEINGS DIE ON THE VERY DAY THEY ARE BORN, OR AT 2 WEEKS OF AGE, OR AT 3 YEARS, OR 20 OR 90.

ANY PHYSICIAN WHO HAS BEEN PRACTICING FOR ANY NUMBER OF YEARS HAS SEEN PEOPLE DIE OF LUNG CANCER WHO NEVER SMOKED BEFORE; OR THEY HAVE SEEN PEOPLE DIE OF NON-GLAMOROUS, NON-FUND RAISING DISEASES LIKE PNEUMONIA, TETANUS, PERFORATED ULCERS, ETC. EVERYONE KNOWS THAT SMOKING COULD BE HAZARDOUS TO HEALTH, BUT SO IS WALKING IN THE STREET, OR GETTING OUT OF THE BATHTUB OR MOWING THE LAWN OR PLAYING GOLF. ALL ARE UNNECESSARY BUT NEVERTHELESS PLEASANT, EVERY DAY THINGS. IF WE COULD STOP DOING EVERYTHING CONSIDERED DANGEROUS OR UNNECESSARY, WE WOULD STILL DIE.

THESE PROMOTERS OF DEATH FEAR KNOW THAT THEY CAN'T STOP PEOPLE FROM SMOKING ANY MORE THAN THEY CAN STOP WARS, OR CRIME IN THE STREETS, OR CORRUPTION IN PUBLIC OFFICES, OR CHARITY FUNDS, OR GLAMOUR DISEASE FUND RAISING CORPORATIONS. THERE WILL ALWAYS BE PEOPLE WHO SMOKE AND PEOPLE WHO DON'T. PEOPLE WHO DRINK AND PEOPLE WHO DON'T. BUT THERE WILL NEVER BE A PERSON WHO WILL LIVE FOREVER.

THERE IS ANOTHER PROBLEM WE FACE NOW FOR WHICH WE HAVE TO THANK THE DO-GOODERS. MARIHUANA! IF IT HAD BEEN A NON-PUBLICIZED, NON-GLAMOURIZED, NON-ILLEGAL GRASS LIKE ANY OTHER GRASS, IT WOULD HAVE NEVER CAUGHT THE IMAGINATION OF ADVENTURE SEEKERS. IF MARIHUANA HAD BEEN PACKAGED LEGALLY SINCE THE BEGINING OF THE CIGARETTE INDUSTRY AND SOLD JUST LIKE VIRGINIA TOBACCO IS SOLD, PEOPLE WOULD HAVE NEVER BOUGHT IT BECAUSE IT DOESN'T TASTE GOOD AND IT DOESN'T SMELL GOOD. IT DOESN'T EVEN LOOK GOOD ENOUGH TO CAUSE PEOPLE TO BUY IT. BUT LET THE SELF-APPOINTED SAVIOURS OF HUMAN KIND START ON IT, AND IT WILL BECOME A GLAMOUR ITEM; THEY WILL CAUSE PEOPLE, ESPECIALLY YOUNG PEOPLE TO SMOKE IT EVEN IF THEY HATE IT. THEY WILL CAUSE CHILDREN TO HATE THEIR PARENTS. THEY WILL CAUSE GENERAL BEDLAM FEEDING THE VIEWERS ALL KINDS OF RUBBISH BY TELEVISION JUST TO MAKE SOME MONEY.

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EVEN SOME OF THE PEOPLE THEY SELECT TO PROPAGATE THEIR FEAR CAMPAIGNS ON TV ARE PHONEY. LIKE THE MAN WHO WAS ADVERTISING FOR THE CANCER SOCIETY WHO WAS CAUGHT TRANSPORTING MARIHUANA IN LONDON. HE WAS NOT INTERESTED IN PUBLIC HEALTH; HE WAS INTERESTED IN THE PERSONAL BENEFIT THAT SUCH PUBLICITY WOULD CONVEY. HE WAS PROBABLY TRANSPORTING THE MARIHUANA FOR THE PURPOSE OF SMOKING IT HIMSELF OR SELLING IT TO OTHERS. HE WAS QUICKLY REMOVED FROM TELEVISION BECAUSE HE BETRAYED THE PROMOTERS OF THE FEAR CAMPAIGN. SINCE HE COULD NO LONGER BE A GOOD PROMOTER WHO COULD CAUSE PEOPLE TO SEND IN THEIR MONEY.

EVERY DOCTOR KNOWS WHEN TO TELL A PATIENT TO STOP SMOKING IF HE THINKS THAT SMOKING COULD BE CONTRIBUTING TO DISEASE OR AGGRAVATING OR CAUSING IT. THEY ALSO KNOW WHEN TO TELL A PATIENT WHEN TO EAT LESS OR EAT MORE, OR WHEN TO TELL A PATIENT TO EAT MEAT OR NOT TO EAT MEAT, ETC.

I WOULD LIKE TO KNOW HOW MANY GOOD JOBS WOULD BE LOST IF SOME OF THESE FUND-RAISING ORGANIZATIONS WOULD STOP SCARING PEOPLE INTO SENDING MONEY BY THE MILLIONS. I WOULD ALSO LIKE TO KNOW WHAT WILL BE THE NEXT GLAMOUR DISEASE AFTER THE CANCER FAD IS OVER. BECAUSE THAT, TOO, SHALL PASS.

THEN WE HAVE THE CONTRACEPTIVE PILL WHICH IS BECOMING MORE GLAMOUROUS BY THE DAY. EVERY TIME SOME UNHEARD OF DOCTOR WANTS TO APPEAR ON TV OR GET SOME PUBLICITY, ALL HE HAS TO DO IS SAY SOMETHING ABOUT THE PILL. BUT IS HAS TO BE SOMETHING THAT FRIGHTENS PEOPLE AND THEN HE WILL BE SUDDENLY THROWN INTO THE LIMELIGHT. OF COURSE, WE ALL KNOW THAT SOME DRUGS HAVE GOOD EFFECTS AND SOME BAD EFFECTS BUT WE USE THEM WHENEVER WE THINK THAT THE GOOD EFFECTS OUTWEIGH THE BAD ONES.

THEN, A FEW MONTHS AGO, SOME PUBLICITY SEEKING DOCTOR SCARED MILLIONS OF PEOPLE WITH HIS SO-CALLED RESEARCH ABOUT CYCLAMATES, CAUSING THE USUAL MASS HYSTERIA AND CAUSING HONEST BUSINESSMEN TO LOSE MILLIONS OF DOLLARS WHICH WOULD EVENTUALLY BE PASSED ON THE CONSUMERS ANYWAY AND CAUSING MANY DIABETICS TO BE THROWN OFF BALANCE. SHORTLY AFTER, THIS NONSENSE WAS STOPPED WHEN A BRITISH SCIENTIST POINTED OUT THAT THE AMOUNT OF CYCLAMATES THAT WAS GIVEN TO THOSE MICE WAS SO LARGE THAT AN AVERAGE CHILD, IN ORDER TO OBTAIN A SIMILAR AMOUNT WOULD HAVE TO INGEST ABOUT 5,000 VITAMIN TABLETS DAILY FOR APPROXIMATELY 30 YEARS IF THEY WERE SWEETENED WITH THE AMOUNT OF CYCLAMATES USUALLY PLACED IN THEM. LIKE THE BRITISH SCIENTIST SAID, HE WAS NOT SURPRISED THAT THE MICE IN QUESTION DEVELOPED CANCER; HE WAS SURPRISED THAT THEY EVEN SURVIVED THE EXPERIMENT.

NOW THE EFFECT OF SMOKING UPON DOGS IS WITHOUT PRECEDENT IN ANY COMMUNITY. FIRST OF ALL, DOGS DON'T SMOKE. THEREFORE, THE SMOKING HAS TO BE FORCED UPON THEM BY A MACHINE OF CERTAIN PRESSURE. THE POOR DOGS PROBABLY COUGHED TO THE

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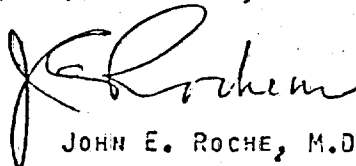
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POINT THAT THEY STRAINED EVERY BIT OF LUNG AND BRONCHIAL TISSUE FIGHTING THAT INFERNAL SMOKE PUMPED INTO THEM AGAINST THEIR WILL LEAVING THOSE TISSUES OPEN TO ALL SORTS OF CHANGES. THIS WOULD COMPARE TO AN EXPERIMENT BY WHICH SMOKE FROM A BURNING HOUSE WOULD BE PUMPED INTO A HUMAN BEING WITH THE OBJECTIVE OF FINDING THE "EFFECTS OF SMOKE INHALATION UPON HUMANS" WHO DON'T MAKE A HABIT OF INHALING THAT TYPE OF SMOKE OR INTRODUCING COMMON GRASS IN THE STOMACH OF A PERSON WHO DOESN'T LIKE TO EAT GRASS TO FIND OUT ITS EFFECT ON THE HUMAN STOMACH. I GRANT YOU THE RESULT WON'T BE GOOD.

I BELIEVE WE SHOULD MORE PROPERLY CALL THE RESEARCH CONDUCTED BY THE VETERANS ADMINISTRATION AND THE AMERICAN CANCER SOCIETY AND THE OTHER TWO DOCTORS AS FOLLOWS: "THE STUDY OF THE EFFECTS OF FORCED SMOKING THROUGH MECHANICAL DEVICES UPON DOGS." IT IS ABOUT TIME THAT SOME RESPONSIBLE PEOPLE WITH FINANCIAL POSSIBILITIES TAKE THE FIRST STEP AND TRY TO STOP THIS NATION-WIDE CAMPAIGN OF FEAR THROUGH TV WHETHER THE FRIGHTENING AGENT BE CIGARETTES, ATOMIC SHELTERS OR CONTRACEPTIVE PILLS.

I BELIEVE THAT PEOPLE ARE JUST SICK OF LISTENING TO DEATH WARNINGS ON TV HUNDREDS OF TIMES A DAY. I WOULD SUGGEST THAT THE TOBACCO INSTITUTE TAKE THE FIRST STEP BY BUYING SOME TIME ON TV AND ASKING PEOPLE TO GIVE THEIR OPINIONS AS TO HOW THEY FEEL ABOUT THESE PROFITABLE DEATH WARNINGS ON TV. YOU COULD TELL THE VIEWERS THAT IT IS PROBABLY HAZARDOUS TO SMOKE AS IT IS TO DO OTHER UNNECESSARY THINGS THAT WE WILL KEEP ON DOING AS LONG AS WE CAN AFFORD IT. I THINK PEOPLE HAVE ENOUGH INTELLIGENCE TO DECIDE IF THEY SHOULD STOP SMOKING OR NOT. AND MAYBE THE INSTITUTE COULD SEND A SHORT LETTER WITH A RETURN STAMPED ENVELOPE TO EVERY OCCUPANT OF EVERY CITY AND THEY CAN EXPRESS THEIR FEELINGS ABOUT THESE BORING CAMPAIGNS. MAYBE THERE IS A WAY TO STOP, OR AT LEAST SLOW DOWN THESE MERCHANTS OF FEAR WHO DON'T REALLY GIVE A HOOT FOR PEOPLES HEALTH ANYWAY AND ARE JUST INTERESTED IN FINANCIAL RETURNS.

YOURS TRULY,



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